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The Afro-American Newspaper Chain

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Baseball Owners,
Negro National League

Dear Member:

The anticipated sports boom, already begun and sure to embrace professional baseball as well as any other activity, demands that a progressive organization such as yours, give more thought to the setting up of a bona-fide press relations office.

I am writing this letter in carbon so that a copy may be forwarded to each of you for consideration prior to the proposed meeting of the league, February 20.

I could set up a bureau which would be held responsible for the dissemination of news on any player in the organization for the coming year. What I have in mind is a central office from which newspapers throughout the country could obtain pictures and news notes on any player on any team in the circuit. All they would have to do would be to ask for them.

In addition, this office could provide daily and weekly papers with game results, standings of teams, personal sketches, etc.

My suggestion is that the league give this idea a one-year trial. The cost would be no more than would be spent on another player, say \$125 per month for each team while the experiment was on.

Lacy

Lacy,

722 Park Road, N. W., Washington, D. C.